Wisconsin Financial Services Association

Total Lobbying Effort

Total Lobbying Expenditures

| 2009 | 2009 | 2010 | 2010 | Total |
|----------------|-----------------|----------------|-----------------|-------------|
| January - June | July - December | January - June | July - December | |
| \$20,250.00 | \$20,250.00 | \$20,250.00 | \$20,250.00 | \$81,000.00 |

Total Hours Communicating

| 2009 | 2009 | 2010 | 2010 | Total |
|----------------|-----------------|----------------|-----------------|--------|
| January - June | July - December | January - June | July - December | |
| 24.50 | 45.50 | 63.75 | 6.00 | 139.75 |

Total Hours Other

| 2009 | 2009 | 2010 | 2010 | Total |
|----------------|-----------------|----------------|-----------------|--------|
| January - June | July - December | January - June | July - December | |
| 54.75 | 69.50 | 72.00 | 47.00 | 243.25 |

Hours Lobbied on Each Matter

Lobbying Effort On Legislative Bills And Resolutions

Assembly Bill 261

Relating to: soliciting purchases of goods or services using unsolicited checks or money orders and providing a penalty.

| 2009 | 2009 | 2010 | 2010 | Total |
|----------------|-----------------|----------------|-----------------|-------------|
| January - June | July - December | January - June | July - December | |
| 12.00 (15%) | 46.00 (40%) | | | 58.00 (15%) |

Assembly Bill 392

Relating to: finance charges for licensed lenders.

| 2009 | 2009 | 2010 | 2010 | Total |
|----------------|-----------------|----------------|-----------------|-------------|
| January - June | July - December | January - June | July - December | |
| | 46.00 (40%) | | | 46.00 (12%) |

Assembly Bill 447

Relating to: payday loan providers, providing an exemption from emergency rule procedures, granting rule-making authority, and providing a penalty.

| 2009 January - June | 2009 July - December | 2010 January - June | 2010 July - December | Total |
|------------------------|-------------------------|------------------------|-------------------------|------------|
| | | 27.00 (20%) | | 27.00 (7%) |

Senate Bill 530

Relating to: regulating consumer small loans, limiting the areas in which a payday lender may operate, granting rule-making authority, and providing a penalty.

| 2009 January - June | 2009 July - December | 2010 January - June | 2010 July - December | Total |
|------------------------|-------------------------|------------------------|-------------------------|-------------|
| | | 88.00 (65%) | | 88.00 (23%) |

Interstate rate regulation 2009 July - December 2010 July - December 2009 2010 Total January - June January - June 7.93 (10%) 7.93 (2%)

| Regulation of payday loans | | | | |
|----------------------------|-------------------------|------------------------|-------------------------|------------|
| 2009 January - June | 2009 July - December | 2010 January - June | 2010 July - December | Total |
| 23.78 (30%) | | | 5.30 (10%) | 29.08 (8%) |

| Administrative Rule DFI-bkg 75 related to payday lending | | | | |
|--|-------------------------|------------------------|-------------------------|-------------|
| 2009 January - June | 2009 July - December | 2010 January - June | 2010 July - December | Total |
| | | | 37.10 (70%) | 37.10 (10%) |

Minor Efforts

(Time spent on matters each of which accounted for less than 10% of the organization's lobbying)

| 2009 | 2009 | 2010 | 2010 | Total |
|----------------|-----------------|----------------|-----------------|----------------|
| January - June | July - December | January - June | July - December | |
| 8 (10%) | 12 (10%) | 14 (10%) | 5 (10%) | 38.31 (10.00%) |

Other Matters

Includes time spent on:

- Gubernatorial nominations
 Matters on which the organization made no lobbying communication

| 2009 January - June | 2009 July - December | 2010 January - June | 2010 July - December | Total | |
|------------------------|-------------------------|------------------------|-------------------------|----------------|--|
| 27.74 (35%) | 11.50 (10%) | 6.79 hours (5%) | 5.30 (10%) | 51.33 (13.40%) | |